

## **AMENDMENTS TO THE CLAIMS**

1-19. (Canceled)

20. (Previously Presented) A method for delivering a customized offer for sale of an item of merchandise from a retailer proximate a user, comprising:

obtaining information identifying a user profile including an item of merchandise that the user desires to purchase and the user's shopping preferences;

determining a physical location of the user;

transmitting the physical location of the user and the user profile to a retailer-based agent including a computerized network of information having identifications of physical locations of retailers and items of merchandise available for purchase at the retailers;

querying the computerized network of information utilizing a query based on the information identifying the item of merchandise that the user desires to purchase and the physical location of the user, a result of the query identifying a retailer proximate the user selling an item of merchandise associated with the item of merchandise that the user desires to purchase;

generating a customized offer for the item of merchandise based on the user profile and the result of the query;

receiving from the retailer-based agent the customized offer for sale of the item of merchandise that is offered for sale from the retailer proximate the user; and

displaying the customized offer and a physical location of the retailer.

21. (Previously Presented) The method of claim 20, further comprising obtaining information identifying a shopping list comprising a plurality of items of merchandise from the user.

22. (Previously Presented) The method of claim 21, further comprising querying a computerized network of information utilizing a query based on the information identifying the shopping list of items of merchandise and the physical location of the user.

23. (Previously Presented) The method of claim 21, wherein said shopping list is generated by the user at a location remote from the retailer.

24. (Previously Presented) The method of claim 20, further comprising displaying a list of items of merchandise available at the retailer and the prices associated therewith.

25. (Previously Presented) The method of claim 20, further comprising determining the closest retailers surrounding the user, and suggesting items of merchandise for sale at the closest retailers surrounding the user.

26. (Previously Presented) The method of claim 20, wherein the computerized network of information is the Internet.

27. (Previously Presented) The method of claim 20, further comprising alerting the user to the best local price.

28. (Currently Amended) An apparatus that delivers a customized offer for sale of an item of merchandise from a retailer proximate a user, comprising:

a processor;

memory that stores information under the control of the processor; and

a computer executable program embodied on a computer readable medium in

communication with the processor, the computer executable program including:

a code segment that obtains information identifying a user profile including an item of merchandise that the user desires to purchase and the user's shopping preferences;

a code segment that determines a physical location of the user;

a code segment that transmits the physical location of the user and the user profile to a retailer-based agent including a computerized network of information having identifications of physical locations of retailers and items of merchandise available for purchase at the retailers;

a code segment that queries the computerized network of information utilizing a query based on the information identifying the item of merchandise that the user desires to purchase and the physical location of the user, the result of the query identifying a retailer proximate the user selling an item of merchandise associated with the item of merchandise that the user desires to purchase;

a code segment that generates a customized offer for the item of merchandise based on the user profile and the result of the query;

a code segment that receives the customized offer for sale of the item of merchandise from the retailer-based agent, the item of merchandise being offered for sale at the retailer proximate the user; and

a code segment that displays the customized offer and a physical location of the retailer.

29. (Previously Presented) The apparatus of claim 28, further comprising a code segment that obtains information identifying a shopping list comprising a plurality of items of merchandise from the user.

30. (Previously Presented) The apparatus of claim 28, further comprising a code segment that queries a computerized network of information utilizing a query based on the information identifying the shopping list of items of merchandise and the physical location of the user.

31. (Previously Presented) The apparatus of claim 29, wherein said shopping list is generated by the user at a location remote from the retailer.

32. (Previously Presented) The apparatus of claim 28, further comprising a code segment that displays a list of items of merchandise available at the retailer and the prices associated therewith.

33. (Previously Presented) The apparatus of claim 28, further comprising a code segment that determines the closest retailers surrounding the user, and logic that suggests items of merchandise for sale at the closest retailers surrounding the user.

34. (Previously Presented) The apparatus of claim 28, further comprising a code segment that recognizes patterns to enhance the location of pertinent information.

35. (Previously Presented) The apparatus of claim 28, further comprising a code segment that alerts the user to the best local price.

36. (Previously Presented) A method for delivering purchasing information for sale of an item of merchandise from a retailer proximate a user, comprising:

obtaining information identifying a user profile including an item of merchandise that the user desires to purchase and the user's shopping preferences;

determining a physical location of the user;

transmitting the physical location of the user and the user profile to a retailer agent including a computerized network of information having identifications of physical locations of retailers and items of merchandise available for purchase at the retailers;

automatically querying the computerized network of information utilizing a query based on the user profile and the physical location of the user, a result of the query identifying retailers proximate the user selling items of merchandise associated with the item of merchandise that the user desires to purchase;

generating purchasing information for the item of merchandise according to the user profile and the result of the query;

receiving the purchasing information from the retailer agent, the purchasing information including an offer for sale of the item of merchandise being associated with the item of merchandise that the user desires to purchase; and

displaying the purchasing information.

37. (Previously Presented) The method of claim 36, further comprising parsing the item information based on predefined criteria to create the query.

38. (Previously Presented) The method of claim 36, further comprising displaying a list of items of merchandise available at the retailer and the prices associated therewith.

39. (Previously Presented) The method of claim 36, further comprising determining the closest retailers surrounding the user, and suggesting items of merchandise for sale at the closest retailers surrounding the user.

40. (Previously Presented) The method of claim 39, further comprising recognizing patterns to enhance determining the closest retailers surrounding the user, and suggesting items of merchandise for sale at the closest retailers surrounding the user.

41. (Previously Presented) The method of claim 36, further comprising alerting the user to the best local price.
42. (Previously Presented) A method for delivering a customized offer for sale of an item of merchandise from a retailer proximate a user, comprising:
- obtaining user profile information from the user, the user profile including an item of merchandise and the user's shopping preferences;
  - determining a physical location of the user;
  - transmitting the physical location of the user and the user profile to a retailer-based agent including a computerized network of information having identifications of physical locations of retailers and items of merchandise available for purchase at the retailers;
  - querying the computerized network of information utilizing a query based on the user profile information and the physical location of the user, a result of the query identifying retailers proximate the user having the item of merchandise for sale;
  - generating customized offers for sale for the item of merchandise based on the user profile information and the result of the query;
  - receiving from the retailer based agent the customized offers for sale of the item of merchandise from retailers proximate the user;
  - displaying the customized offer and a physical location of the retailers proximate the user;
  - determining the most proximate retailers surrounding the user; and
  - suggesting items of merchandise for sale at the most proximate retailers surrounding the user.
43. (Previously Presented) The method of claim 42, further comprising obtaining information identifying a shopping list comprising a plurality of items of merchandise.
44. (Previously Presented) The method of claim 43, further comprising querying a computerized network of information utilizing a query based on the information identifying the shopping list of items of merchandise and the physical location of the user.
45. (Previously Presented) The method of claim 43, wherein said shopping list is generated by the user at a location remote from the retailer.

46. (Previously Presented) The method of claim 42, further comprising displaying a list of items of merchandise available at the retailer and the prices associated therewith.
47. (Previously Presented) The method of claim 42, wherein the computerized network of information is the Internet.
48. (Previously Presented) The method of claim 42, further comprising alerting the user to the best local price.
49. (Currently Amended) An apparatus that delivers a customized offer for sale of an item of merchandise from a retailer proximate a user, comprising:
- a processor;
  - memory that stores information under the control of the processor; and
  - a computer executable program embodied on a computer readable medium in communication with the processor, the computer executable program including:
    - a code segment that obtains user profile information from the user, the user profile information identifying an item of merchandise and the user's shopping preferences;
    - a code segment that determines a physical location of the user;
    - a code segment that transmits the physical location of the user and the user profile information to a retailer-based agent including a computerized network of information having identifications of physical locations of retailers and items of merchandise available for purchase at the retailers;
    - a code segment that queries the computerized network of information utilizing a query based on the user profile information and the physical location of the user, a result of the query identifying retailers proximate the user having the item of merchandise for sale;
    - a code segment that generates a customized offer for the item of merchandise based on the user profile and the result of the query;
    - a code segment that receives the customized offer for sale of the item of merchandise from a retailer based agent ;
    - a code segment that displays the customized offer and the physical location of the retailers proximate the user having the item of merchandise for sale;

a code segment that determines the closest retailers surrounding the user; and  
a code segment that suggests items of merchandise for sale at the closest retailers surrounding the user.

50. (Previously Presented) The apparatus of claim 49, further comprising a code segment that obtains information identifying a shopping list comprising a plurality of items of merchandise from the user.

51. (Previously Presented) The apparatus of claim 49, further comprising a code segment that queries a computerized network of information utilizing a query based on the information identifying the shopping list of items of merchandise and the physical location of the user.

52. (Previously Presented) The apparatus of claim 50, wherein said shopping list is generated by the user at a location remote from the retailer.

53. (Previously Presented) The apparatus of claim 49, further comprising a code segment that displays a list of items of merchandise available at the retailer and the prices associated therewith.

54. (Previously Presented) The apparatus of claim 49, further comprising a code segment that recognizes patterns to enhance the location of pertinent information.

55. (Previously Presented) The apparatus of claim 49, further comprising a code segment that alerts the user to the best local price.

56. (Previously Presented) A method for delivering purchasing information for sale of an item of merchandise from a retailer proximate a user, comprising:

- obtaining user profile information from the user, the user profile information identifying the item of merchandise and the user's shopping preferences;

- determining a physical location of the user;

- transmitting the physical location of the user and the user profile to an agent including a computerized network of information having identifications of physical locations of retailers and items of merchandise available for purchase at the retailers;

- automatically querying the computerized network of information utilizing a query based on the user profile information and the physical location of the user, a result of the query identifying retailers proximate the user having items of merchandise for sale;

- generating purchasing information for the item of merchandise based on the user profile and the result of the query;

- receiving the purchasing information from an agent in response to the identifying purchasing information;

- displaying the purchasing information;

- determining the closest retailers surrounding the user; and

- suggesting items of merchandise for sale at the closest retailers surrounding the user.

57. (Previously Presented) The method of claim 56, further comprising parsing the item information based on predefined criteria to create the query.

58. (Previously Presented) The method of claim 56, further comprising displaying a list of items of merchandise available at the retailer and the prices associated therewith.

59. (Previously Presented) The method of claim 56, further comprising determining the closest retailers surrounding the user, and suggesting items of merchandise for sale at the closest retailers surrounding the user.

60. (Canceled)



61. (Previously Presented) A mobile shopping agent, comprising:  
means for receiving from a user an input for a user profile including a product desired to be purchased by the user and the user's shopping preferences;  
means for automatically querying a computerized network of information identifying items of merchandise for sale at retailers proximate the user utilizing a query based on the user profile and a physical location of the user, a result of the query identifying retailers proximate the user selling items of merchandise associated with the product desired to be purchased by the user;  
means responsive to automatically querying for locating at least one retailer being proximate the user having an item of merchandise for sale that is associated with the desired product;  
means for generating a customized offer for the item of merchandise based on the user profile and the result of the query;  
means for displaying the customized offer for sale of the item of merchandise for sale that is associated with the desired product and for displaying the location of the at least one retailer.
62. (Previously Presented) The mobile shopping agent of claim 61, wherein the means for receiving further comprises a means for receiving an input of a plurality of products.
63. (Previously Presented) The mobile shopping agent of claim 62, wherein the means for locating further comprises a means for querying a computerized network based on the plurality of products.
64. (Previously Presented) The mobile shopping agent of claim 61, wherein the means for displaying further comprises a means for displaying a plurality of customized offers for sale item of merchandise for sale that are associated with the desired product.
65. (Previously Presented) The mobile shopping agent of claim 61, wherein the means for displaying further comprises a means for displaying a list of a plurality of retailers proximate the user and for displaying an offer for sale of the items of merchandise for sale at the each of the plurality of retailers.

66. (Previously Presented) The mobile shopping agent of claim 65, further comprising a means for displaying a best local price for the desired product.

67. (Previously Presented) A method for presenting an offer for sale of an item of merchandise, comprising:

storing user profile information including user preferences related to at least one product desired to be purchased by a mobile user and shopping preferences for the mobile user;

determining a physical location of the mobile user;

transmitting the physical location of the mobile user and the user profile information to a retailer-agent including a computerized network of information having identifications of physical locations of retailers and items of merchandise available for purchase at the retailers;

querying the computer network based on the stored user profile information to locate a retailer proximate the mobile user that offers for sale the at least one product desired to be purchased;

generating an offer for sale for the at least one product based on the user profile and the result of the query; and

displaying the offer for sale of the at least one product desired to be purchased, the offer for sale being provided at a retailer proximate the mobile user.

68. (Previously Presented) The method of claim 67, further comprising displaying a location of the retailer with respect to the location of the mobile user.

69. (Previously Presented) The method of claim 67, further comprising displaying a best local price for the product desired to be purchased.

70. (Currently Amended) An automated retail shopping network, comprising:

a retailer agent configured to provide a computerized network of information related to items of merchandise offered for sale from a plurality of retailers, determine a physical location of a mobile shopper proximate the retailer agent, query the computerized network based on items of merchandise desired by the mobile shopper, and transmit an offer for sale of a desired item of merchandise based on the physical location of a mobile shopper relative to at least one of the plurality of retailers; and

a shopping agent communicatively coupled with the retailer agent and configured to store information related to desired items of merchandise and the shopper's shopping preferences, to transmit the stored information to the retailer agent, and to receive information related to at least one of the plurality of retailers proximate to the shopper offering for sale the desired item of merchandise, said received information being derived from a query of the computerized network based the stored information and the physical location of the shopper.

71. (Previously Presented) The network of claim 70, wherein the shopping agent is further configured to display the location the retailer proximate the shopper with respect to the location of the shopper.

72. (Previously Presented) The network of claim 70, wherein the shopping agent is further configured to determine a best local price of the desired item of merchandise and to display the best local price.

73. (New) The method of claim 20, where the user profile is stored on a wireless handheld device.

74. (New) The method of claim 20, where the wireless handheld device comprises a GPS receiver for determining the physical location of the user.

75. (New) The method of claim 20, further comprising displaying a map showing the physical location of the user relative to the physical location of specific retailers proximate to the physical location of the user.

76. (New) The method of claim 75, further comprising continuously updating the map as the user moves to show a new physical location of the user relative to the physical location of specific retailers proximate to the new physical location of the user.

77. (New) The method of claim 20, further comprising pinpointing the physical location of the user with an accuracy of approximately 100 feet or less.

78. (New) The apparatus of claim 28, further comprising a GPS receiver in communication with the processor.

79. (New) The apparatus of claim 28, further comprising a code segment that displays a map showing the physical location of the user relative to the physical location of specific retailers proximate to the physical location of the user.

80. (New) The apparatus of claim 79, further comprising a code segment that continuously updates the map as the user moves to show a new physical location of the user relative to the physical location of specific retailers proximate to the new physical location of the user.

81. (New) The apparatus of claim 41, where the best local price comprises the lowest price at which an item of merchandise is offered by multiple retailers proximate to the user.